A.—Sri S. NIJALINGAPPA (Chief Minister).—

(*a*) Yes.

(*b*) does not arise in view of reply to clause (a).

Government Advertisements

**Q.*—408. Sri S. GOPALA GOWDA (Thirthahalli).—

Will the Government be pleased to state :—

(*a*) the basis on which Government advertisements are given to daily papers, periodicals and other papers in the State ;

(*b*) whether they would take into consideration the circulation, size and popularity of such papers before releasing advertisements ;

(*c*) the number of advertisements, distributed by them to the news papers during 1962-63 ; 1963-64 and 1964-65 together with the names of papers ;

(*d*) whether they have taken any steps to earmark certain amount of money to local dailies and periodicals published in several parts of the State with a view to give encouragement to such papers ?

A.—Sri RAMAKRISHNA HEGDE (Minister for Finance).—

(*a*) The need of requirements of Government Departments and Industrial undertakings and also the advertisement value of the particular insertion in the selected media of advertisements. Generally periodicals with a minimum circulation 5000 are chosen for release of Commercial advertisements.

(*b*) Yes.

(*c*) *Vide* statements A, B and C enclosed.

(*d*) Specific amount has been set apart on annual basis for releasing advertisements in local papers and dailies.

STATEMENT 'A'

Amount spent during 1962-63 on Commercial advertisement.

	Rs.		Rs.
Gramarajya	200	Prajamitra, Bangalore	725
Harijanbandhu	100	Kalki, Bangalore	80
Koogu	75	Sachetan	100
Simhavani	250	Pradeepa, Mysore	65
Prgathi	100	Prabhat, Mangalore	200
Viswakarnataka	1,000	Nagarsanchari	100
Janmabhoomi	60	Gramadhikari	100
Confidential	150	Mathrubhoomi	100
Karnataka Rajya	100	Mysore Prabha	150
Prajarajya	150	Nagarika, Bangalore	100
Bharatada Belku	150	Jawalamukhi, Bangalore	300
Malenadu	75	Cinema	75
Janapriya	150	Dalithavani	175
Veerakesari	100	Deccan Times	1,750
Vinoda	50	Socialist Congressmen	180
Vikrama	105	Jai Janata	100
Jeevana	75	Narada	265
Navaprapancha	225	Nagarika, Karwar	100
Awaz	90	Tainadu	100
Commercial Magazine	100	Manchester guardian	800
Pradeepa, Dharwar	160	Navapranga, Udipi	175
Southern Economist	100	Sandesh	240
Hindi Milap	108	Kalki, Madras	250
Bharitya Rail	175	Lokamat	100
Praja-Tantra	180	Karmaveer	450
Deenabandhu, Bangalore	50	Jugantar	215
Alankar	105	Asram Tripune	144
Leader	150	Tribune	240
Vishwakarma	300	Womens' Weekly	280
Eve's Weekly	204	Aj	90
Gangai	250	Kannadiga	150
Pouravani	160	Kalpana	200
Eastern Economist	450	Economic Times	396
Bharat Sevak, New Delhi	1,500	Vasantha, Bangalore	40
Journal of Industrial Engineering	200	Chetana	100
Industrial Ties	466	Lokavani, Raichur	40
Qaumi Ekte, New Delhi	750	Yugavani Sirsi	70
Spokesman	800	Journal of the National Productivity council	130
Industrial India.	250		
Prapancha	525		20,896
Prajamatha	450		
Janapragathi	500		
	17,486		

(SRI RAMAKRISHNA HEGDE)

STATEMENT 'A'

Amount spent on casual advertisements in the newspapers during 1962-63.

Name of the paper	*Casual advertisements (Notifications)*		*Name of the paper*	*Casual advertisements (Notifications)*	
Deccan Herald	1,34,443	20	Satyavadi	266	00
Prajavani	10,810	50	Kanara News	30	00
Hindu	86,171	30	Sirsi Samachar	114	00
Indian Express	47,781	50	Yugavani	68	00
Mail	9,409	80	Janmabhoomi	109	50
Hindustan Times	1,667	25	Azad	302	00
Hindustan Standard	364	00	Hithavani	1,347	00
Times of India	31,743	60	Shakthi	1,670	62
Statesman	4,288	00	Kodagu	135	20
Amrit Bazar Patrika	3,306	25	Mathrubhoomi	1,895	50
Hitavada	120	00	Navabharat	8,146	73
Loksatta	2,615	25	Andhra Patrike	765	00
Commerce	75	00	Andhra Prabha	980	00
Gujarat Samachar	397	50	Jagrithi	6	00
Financial Express	1,740	00	Rashtraveer	18	00
Dinamani	3,027	50	Prathinidhi	351	90
Daily Milap	496	00	Udaya	5,382	60
Navabharat Times	31	50	Malayala Manorama	222	00
Tainadu	36,050	60	Bangalore Mail	290	40
Janavani	7,533	00	Siasat	403	50
Samyukta Karnataka	38,365	00	Tamilnad Times	150	00
Vishva Vani	32,616	90	Janatha	175	00
Netaji	17,674	00	Tanzeem-E-Mysore	178	50
Daily Pasban	3,770	40	Jana Jeevala	16	00
Samaj	1,023	80	Kala, Mysore	27	00
Vijaya	370	00	Swatantra Darshi	180	60
Varthaman	463	00	Tarun Bharat	180	00
Mysore Patrike	1,621	20	Sandarshana	27	00
Aruna	613	00	Janasevaka	22	50
Samachar	446	00	Alkalam	13	79
Sadhvi	997	78			
				5,04,872	83

STATEMENT 'B'

Statement of amount paid to the newspapers on casual and Commercial advertisements for the year 1963-64

Sl. No.		*Commercial*		*Casual*	
1	Deccan Herald, Bangalore	640	00	1,51,293	70
2	Prajavani, Bangalore	640	00	8,843	30
3	Tainadu, Bangalore	2,160	00	46,226	40
4	Janavani, Bangalore			17,746	40
5	Samyukta Karnataka (Combined)				
6	Do Hubli Edition	1,500	00	79,707	20
7	Do Bangalore Edition				
8	Do Group				
9	Netaji, Hubli	700	00	18,303	20
10	Daily Alkalam, Bangalore	880	00	3,786	00
11	Daily Pasban, Bangalore	828	32	9,289	20
12	Visvavani, Hubli	500	00	30,556	00
13	Vijaya, Mysore			221	20
14	Varthaman, Mysore			864	80
15	Satyavadi, Mysore			245	20
16	Sadhvi, Mysore			1,935	56
17	Aruna, Mysore	170	00	667	60
18	Samachar, Mysore			192	80
19	Mysore Patrike, Mysore			1,062	40
20	Jagriti, Shimoga			184	00
21	Navabharat, Mangalore			7,144	76
22	Shakti, Mercara			2,015	43
23	Nagarika, Karwar	170	00		
24	Commons, Bangalore	240	00		
25	Lokmat, Belgaum			50	90
26	Pratinidhi, Hassan	847	50	1,457	52
27	Hitavani, Mercara			3,950	00
28	Navayuga, Udipi	255	00		
29	Rayabhari, Udipi	80	00		
30	Sandesh, Belgaum	450	00	141	00
31	Viswakarnataka, Bangalore	300	00		
32	Alankar, Bangalore	250	00		
33	Commercial Magazine, Bangalore	100	00		
34	Karmaveera, Hubli	750	00	45	00
35	Prapancha, Hubli	3,609	25	35	00
36	Tarun Bharat, Belgaum			55	00
37	Swatantra Darsi, Mysore	12	00	86	40
38	Samyukta Bharata, Bangalore	900	00		
39	Lokavani, Raichur	299	92		
40	Samaj, Hubli	500	00	7,550	00

(SRI RAMAKRISHNA HEGDE)

Sl. No.		*Commercial*	*Casual*
41	Bangalore Mail, Bangalore		28 00
42	Sandarshana, Bijapur	50 00	
43	Udaya, Bijapur	700 00	9,769 80
44	Hindu, Daily, Madras		56,117 60
45	Indian Express, Daily, Madurai	400 00	27,410 32
46	Do Do Bombay		10,252 20
47	Do Do Delhi		64 00
48	Mail, Daily, Madras	480 00	9,050 38
49	Andhra Patrika, Madras		1,554 00
50	Dinamani, Madras		2,715 04
51	Andhra Prabha, Daily Vijayawada		1,520 00
52	Times of India, Daily, Bombay		12,403 80
53	Financial Express, Bombay	720 00	
54	Loksatta, Daily, Bombay		2,063 00
55	Bombay Samachar, Daily, Bombay		1,856 00
56	Bhavan's Journal, Fortnightly, Bombay	5,200 00	
57	Statesman, Daily, Calcutta		1,904 25
58	Amrit Bazar Patrika, Calcutta	2,000 00	3,026 40
59	Hindustan Standard, Calcutta		54 05
60	Siasat, Daily, Hyderabad		837 50
61	Hindustan Times, Daily, New Delhi		681 80
62	Spokesman, Weekly, New Delhi		1,350 00
63	Mathrubhoomi, Daily, Kozhikod,		6,034 15
64	Quami-Akata	800 00	
65	Daily Milap, Hyderabad		332 00
66	Malayala Manorama, Kottayam		1,940 00
67	Lignite Jyoti, Delhi	150 00	
68	Tainudi, Bombay	200 00	
69	National Times, Goa		123 60
70	Patriot, Delhi	4,240 00	
71	Kannada Vani, Bangalore		72 80
72	Lokadarshan, Belgaum		3,855 00
73	Janajeevala, Belgaum		24 00
74	Congress Sandesh, Bangalore	9,000 00	
75	Darshan, Belagaum,		106 00
76	Kesari, Poona		2,232 00
77	Kannada Vani		20 80
78	Sharna Sahitya	220 00	
79	Bharat Sevak, Dharwar	150 00	
80	Civic Affairs, Kanpur	120 00	
81	Dipit, Pondicherry	200 00	
82	Photo Plan, New Delhi	200 00	
83	Thresh-hold, Bangalore	(150 00)	

Sl. No.		Commercial Class
84	Pradesh Bharat Sevak Samaj, Bangalore	1,390 00
85	Bharat Darshan, Bangalore	90 00
86	Sachetana, Bombay	7,000 00
87	Confidential, Bangalore	680 00
88	Navaprapancha, Bangalore	1,180 00
89	Indian Quarterly, Delhi	500 00
90	Panchayat, Poona	450 00
91	Federal India and Indian States, Bangalore	200 00
92	Samyukta Bharata, Bangalore	200 00
93	Southern Economist, Bangalore	325 00
94	Pancha Janya, Bangalore	280 00
95	Vijayavani, Tumkur	180 00
96	Dalithavani, Mandya	390 00
97	Kerala Engineer Hand Book, Trivandrum	70 00
98	Journal of the Institute of Management, Bangalore	67 50
99	Nagarjun, Calcutta	300 00
100	Women on the March	375 00
101	Kannada Nudi, Bangalore	200 00
102	Mysore Sahakara Patrike, Bangalore	500 00
103	Makaranda, Bangalore	120 00
104	Educationalist, New Delhi	200 00
105	Onlooker, Bombay	550 00
106	Nagarika, Bangalore	10 00
107	Economic Times, Bombay	198 00
108	Shimhavani, Bangalore	250 00
109	Veerakesari	100 00
110	Harijanabandhu, Bangalore	100 00
111	Lokmat, Belgaum	100 00
112	Deenabandhu, Bangalore	250 00
113	Gokula, Bangalore	660 00
114	Koogu, Bangalore	40 00
115	Vikrama, Bangalore	300 00
116	Varthaman, Bangalore	120 00
117	Eastern Economist, New Delhi	416 00
118	Sheri-i-Punjab	500 00
119	Economic Review and Arthik Samachar, New Delhi	4,100 00
120	Link, New Delhi	700 00
121	Jagrit Bharat, Bangalore	200 00
122	Prajamitra, Bangalore	900 00
123	Bharat Darshan, Bangalore	60 00
124	Sandrshana, Bijapur	250 00

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Sl. No.		Commercial	Casual
125	Pragati, Bangalore	200 00	
126	Federal India and Indian State	300 00	
127	Sharana Sahitya, Bangalore	820 00	
128	Bharat Sevak, Dharwar	150 00	
129	Minorities, Bangalore	400 00	
130	Sipti, Pondicherry	400 00	
131	Congress Sandesh, Bangalore	3,900 00	
132	Bharatada Belaku, Bangalore	400 00	
133	Chetana, Bombay	300 00	
134	Vinoda, Bangalore	300 00	
135	Malenadu, Bangalore	300 00	
136	Roshini, Patna	250 00	
137	C. S. D. Price, Bombay	500 00	
138	Electrical India, Bombay	170 00	
139	Andhra Pradesh, Hyderabad	400 00	
140	Harijan, Delhi	400 00	
141	Karnataka Bandhu, Gadag	225 00	
142	Gandhivadi	700 00	
143	Indian Manufacturer	250 00	
144	Planters' Chronicle, Coorg	140 00	
145	Indian Railway Gazette	350 00	
146	Foreign Trade of India, New Delhi	400 00	
147	Yogene, Delhi	400 00	
148	Praja Rajya, Bangalore	700 00	
149	Dharshan, Karwar	200 00	
150	Kalpana, Hubli	150 00	
151	Tanzeem-e-Mysore	100 00	
152	Other special Numbers	16,791 00	

STATEMENT "C"

Advertisement Expenditure for 1964-65

		Casual Advertisements.	Commercial Advertisements.
1	Deccan Herald, Bangalore ...	2,20,445.90	1,493.40
2	Tainadu, Bangalore ...	79,447.20	5,096.48
3	Samyukta Karnataka ...	79,796.00	4,344.00
4	Samaj, Hubli ...	17,621.60	225.00
5	Netaji, Hubli ...	27,537 00	1,000.00
6	Indian Express, Madras ...	47, 56,67	...
7	Indian Express, Bombay ...	7,227.00	...
8	Daily Pasban, Bangalore ...	6,768.00	361.76
9	Al Kalam, Bangalore ...	10,854.40	1,160.00
10	Hindu, Madras ...	71,148.00	...
11	Hitavani, Virajpet ...	6,062.50	...

			Casual Advertisement.	*Commercial Advertisement.*
12	Lokadarshan, Belgaum	...	8,035.70	180.00
13	Navabharath, Mangalore	...	15,113 85	...
14	Mysore Patrika, Mysore	...	1,725.20	...
15	Kannada Vani, Mangalore	...	1,933.60	...
16	Janavani, Bangalore	...	36,595.00	3,440.00
17	Janamitra, Hassan	...	81[illegible].75	...
18	Times of India, Bombay	...	19,641.20	...
19	Aruna, Mysore	...	181.00	...
20	Shakthi, Mercara	...	7,191.50	...
21	Viswavani, Hubli	...	56,498.40	7,060.00
22	Varthaman, Mysore	...	1,582.70	...
23	Mail, Madras	...	13,383.40	...
24	Statesman, Calcutta	...	9,110.00	...
25	Sadhvi, Mysore	...	1,436.26	...
26	Vijaya, Mysore	...	135.00	...
27	Pradeepa, Dharwar	...	...	540.00
28	Samachar, Mysore	...	321.60	...
29	Amrit Bazar Patrika, Calcutta	...	3,941.60	4,407.60
30	Udaya, Bijapur	...	21,492.40	2,398 40
31	Pratinidhi, Hassan	...	681. 0	144.00
32	Andhra Patrika, Madras	...	1,617.00	...
33	Dinamani, Madras	...	185.00	3,100.00
34	Daily Milap, Hyderabad	...	278.00	...
35	Siyasat, Hyderabad	...	909.00	1,000.00
36	Vikrama, Bangalore	...	...	225. 0
37	Nav-Hind Times, Goa	...	...	182.10
38	Hindustan Times, New Delhi	...	2,488.00	...
39	Kesari, Poona	...	4,437.00	2,700.00
40	Jagriti, Shimoga	...	168.00	142.80
41	Daily Azad	...	2,628.00	...
42	Daily Salar	...	1,720.00	...
43	Tanzeem-E-Mysore	...	...	300.00
44	Kanara News, Kumta	...	15.00	...
45	Andhra Prabha, Madras	...	1,438.00	...
46	Economic Times, Bombay	...	...	1,920.00
47	Kodagu, Mercara	...	32.00	240 00
48	Sharana Sahitya, Bangalore	...	...	900.00
49	Eve's Weekly, Bombay	...	...	800. 0
50	Rekno, Mangalore	...	...	240.00
51	Sachetana, Bombay	...	...	985 00
52	Congress Sandesh, Bangalore	...	...	9,600 00
53	Prajamatha, Bangalore	...	62.50	3,110.50
54	Dalithavani, Mandya	...	..	95 00
55	Sandesh, Belgaum	...	67.00	620.00
56	Kannadiga, Hubli	...	...	255.00
57	Southern Economist, Bangalore	...	...	525.00

(SRI RAMAKRISHNA HEGDE)

		Casual Advertisements.	*Commercial Advertisements.*
58	Sandarshana, Bijapur ...	...	300.00
59	Nagarika, Gadag ...	...	498 75
60	Nagarika, Karwar ...	...	300.00
61	Gokula, Bangalore ...	...	3,030.00
62	Janapragathi, Bangalore ...	...	1,725.00
63	Lokmat, Belgaum ...	...	25.00
64	Link New Delhi ...	...	2,490.00
65	Jagritha, Karnataka, Bombay ...	...	180.00
66	Dipti, Pondicherry ...	...	500.00
67	Patriot, New Delhi ...	...	752.00
68	Visbwa Doota, Mysore ...	241.00	...
69	Financial Express, Bombay ...	...	1,272.00
70	Karmaveera, Hubli ...	..	1,890.00
71	Satyawadi, Kolhapur (Marathi) ...	...	499.20
72	Satyavadi (Kannada) Mysore ...	32.80	...
73	Swadeshmitran, Madras ...	24.00	1,000.00
74	Janasevaka, Ankola ..	15.00	...
75	Sahyadri, Shimoga ...	68.00	56.00
76	Asoka, Mysore ...	71.00	...
77	Samyukta Bharata, Bangalore ...	520.00	...
78	Prapancha, Hubli ...	...	1,500.00
79	Shankari's Weekly, New Delhi ...	...	400.00
80	Photo Flash, New Delhi ...	...	2,300.00
81	Bhavan's Journal, Bangalore ...	...	1,200.00
82	National Solidarity, New Delhi ...	...	200.00
83	World Deformo, New Delhi ...	...	70.00
84	Africa Quarterly, New Delhi ...	...	425.00
85	Mysore Sahakara Patrike, Bangalore	...	420.00
86	Kalki, Madras ...	...	250.00
87	Triveni, Machalipatan ...	...	500.00
88	Bambino, New Delhi ...	...	175.00
89	Panchayati Raj, Bangalore ...	...	600.00
90	India Quarterly, New Delhi ...	...	375.00
91	Dalitrabandhu, Bangalore ...	...	300.00
92	Imprint, Bombay ...	...	1,000.00
93	Samaja Kalyana, Bangalore ...	...	60.00
94	Mysindia, Bangalore ...	...	840.00
95	Dasara Souvenir, Mysore ...	...	4,550.00
96	Independence Day, Special Numbers	...	1,000.00
97	Sharavathy Special 1965 Issues ...	...	7,105.30
98	Other Forms of Publicity (Neon Signs, Hording etc.) ...	...	16,553.78
99	Special Numbers ...	...	37,316.25